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# CASE STUDY

## Online Training and Rewards Program

*Program Duration: 5 months, Ongoing*



### Program Results

- Available in 22 languages in 75 countries
- 34,395 + Learning activities taken since program inception
- 3,609 + Active Users
- 760 + Active Companies
- Program in its 1st year

### Program Objectives

- Increase advocacy and build positive relationships between the brand and sales professionals across a global platform through training and rewards
- Boost brand and product knowledge for technology professionals, leading to more constructive and successful customer interactions
- Develop a community of sales professionals and experts to learn, interact, and grow through a shared interest in technology

### Program Strategies

- Develop and evolve a global website, optimized for desktop and mobile platforms, offering 22 languages in 75 countries
- Provide trainings in a variety of formats to keep content fresh and interesting, from interactive modules to animated infographics, articles, and videos
- Facilitate engagement and expand user base by rewarding users for activity and longevity, as well as referring friends or co-workers
- Organize and implement strategic promotions at local levels to maximize user awareness and participation

### Program Operations

- Participants enroll, train, and interact with the program via desktop or mobile web, with customization for their region and language
- Users increase their brand knowledge and stay up to date on the most recent technology advancements through frequently added or updated training activities, tools, news articles, and blogs
- Members share feedback to the brand team with polls and training comments, as well as engage with other members for discussion through their local forums
- Participants earn a custom-built site currency to purchase rewards of their choice in an online store and digital badges for site activity